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Inside Information

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058.

USDA'S FOOD SAFETY AND INSPECTION SERVICE SEEKS A VISUAL INFORMATION OFFICER

The Food Safety and Inspection Service, with responsibilities ranging from meat and poultry inspection to consumer education on food safety, is seeking a person to head its Audio-Visual Unit.

The GM-13 visual information officer position is located in the agency's Information Office and oversees production of audio, video, graphic and photo materials for the news media and for the agency's consumer education programs.

Interested persons should contact Velinda Magana at 447-6617 for information on applying under Announcement No. FSIS-87-188.

Applications must be received by Sept. 8.

8/11**TWO PUBLIC AFFAIRS SPECIALIST POSITIONS ANNOUNCED BY USDA'S OICD**

USDA's Office of International Cooperation and Development announced two openings for public affairs specialists.

Position Announcement No. OICD 87-33, was for a GS-1035-11/12, and involves establishing and maintaining communications between OICD and the general public. This includes identifying communication needs and developing informational material that informs the public of agency policies, programs, and activities.

Announcement No. OICD 87-35 was for a GS-1035-9, with promotion potential to a GS-12.

Contact for both positions is: Evelyn Henderson, USDA, OICD, Personnel Office, Washington, DC 20250-4300. Telephone: (202) 653-9241.

Closing date was August 17.

NOTE: Some job announcements may reach you too late in hard copy, but were timely in their electronic version. -- Editor.

8/11**WEST VIRGINIA UNIVERSITY COMMUNICATIONS SPECIALISTS RECEIVE AWARDS FROM ACE**

Extension media programs by West Virginia University communications specialists received five international awards for excellence from the Agricultural Communicators in Education (ACE). The awards were presented at ACE's annual conference July 14 in Baton Rouge, La.

The winning efforts include a television news feature and an educational videotape on the hazards of smokeless tobacco use by youths, a video documentary on woodlot management, and a weekly radio program. All were produced through the WVU Cooperative Extension Service's Information and Educational Technology Unit.

The "Outstanding Professional Skill Award," the highest in the visuals category, was won by the WVU team of Dennis Godfrey, Jack Johns, and L. Victor Haines. The same team won a "Superior Award" in the motion pictures class.

Tyndara Meffe earned a "Superior Award" for her video production of "The Showdown," a teaching aid using puppet characters in a mythical western town to warn youngsters about the hazard of smokeless tobacco. ACE judges placed it first in the teaching/training class.

8/17

NEW ERS BULLETINS SUMMARIZE DIFFERENT ISSUES IN AGRICULTURAL POLICY

A new series of concise, highly readable bulletins from USDA's Economic Research Service demonstrates the twists and turns of farm policy decisions as they influence farm income, consumer spending and government expenditures.

The bulletins provide ideal background for the current debate on farm policy. They often show how policy decisions made on behalf of one group may have unanticipated or adverse effects on others, says Linda Hatcher, editor, Research Information Branch, Economic Management Staff Information Division.

The ERS bulletins issued in the series to date are:

- Choices for Implementing the Conservation Reserve (AIB-507)
- Assistance to Displaced Farmers (AIB-508)
- Economic Growth, Agricultural Trade and Development Assistance (AIB-509)
- New Approaches to Financing Long-Term Farm Debt (AIB-511)
- Paying for Marketwide Services in Fluid Milk Markets (AIB-514)
- Increased Role for U.S. Farm Export Programs (AIB-515)
- Trade Liberalization in World Farm Markets (AIB-516)
- Effects of Monetary and Fiscal Policy on U.S. Agriculture (AIB-517)
- Challenges in Designing U.S. Farm Policy (AIB-518)
- Mandatory Production Controls (AIB-520)
- Redistributing Farm Program Benefits (AIB-522)
- The Policy Web Affecting Agriculture (AIB-524)

For free copies, write to USDA-EMS Information, Room 237, 1301 New York Avenue, NW., Washington, DC 20005-4788, or send message to Dialcom mailbox AGR073, or call (202) 786-1512.

8/17

LAWN AND GARDEN ARTICLES PROVIDED BY CONNECTICUT EXTENSION EDITOR FOR 25 YEARS

Bud Gavitt, an agricultural editor with the University of Connecticut's Cooperative Extension Service in Storrs for 26 years, has been providing lawn and garden articles to the HARTFORD COURANT for 25 years.

In addition to the COURANT, six smaller dailies, a chain of ten weeklies in central Connecticut, and three other weeklies also receive articles for their lawn and garden supplements in the spring, and holiday section in late fall.

Gavitt says the newspapers use nearly all of the articles he gives them in the exact form received from him. He always lists the availability of several Extension publications which provides him with feedback on how well the information in the articles is being received.

When asked about the feedback, Gavitt said, "As many as 300 to 500 requests for some of the mentioned bulletins come from COURANT readers to the Department of Agricultural Publications at the university."

Gavitt welcomes the use or condensation of his articles for your own newsletters.

You can contact Bud Gavitt at: The University of Connecticut, Agricultural Publications, U-35, 1376 Storrs Road, Storrs, CT 06268.

8/17

U.S. GOVERNMENT PRINTING OFFICE ISSUES COST-SAVING TIPS ON PRINTING

USDA's Office of Information is calling agencies' and others' attention to a recent U.S. Government Printing Office circular containing cost-saving tips.

Since paper usually represents over 25 percent of the total cost of a job, substantial savings can often be attained by its careful selection. Avoid using a higher grade paper than the job really requires. A heavier weight paper than necessary adds significantly to the cost of packaging and shipping.

Revisions and changes also add to a job's cost. All furnished materials, such as manuscript copy and illustrations, should be carefully prepared for ease of processing.

All requests for printing should allow sufficient time for the careful review of requirements, accurate preparation of specifications, and bidding to the widest group of suppliers. Unusual papers, trim sizes, and methods of production should be used only when absolutely necessary.

In general, when preparing a job for printing, full attention should be given to all possible options, including kinds and weights of paper, trim sizes, methods of production, types of packaging available, and scheduling requirements. And, for your greatest available resource, don't hesitate to call on the expertise of the GPO account representative in your area.

If you need help in locating your nearest GPO representative, contact Warren Bell, Chief, Printing Division, Office of Information, Room 501-A, USDA, Washington, DC 20250, or call (202) 447-7509.

8/17

FSIS HAD OPENING FOR REGIONAL PUBLIC AFFAIRS SPECIALIST IN CALIFORNIA

USDA's Food Safety and Inspection Service announced an opening for a regional public affairs specialist in Alameda, CA. The public affairs specialist will be responsible for providing outreach activities within the assigned region to promote food safety education, as well as providing writing and editing service for the regional director.

The position, GS-1035-12, reports to the chief of the Public Awareness Office in Washington, DC. The announcement number is FSIS-M-239(87). Closing date was August 31.

For more information, contact Laura Fox, Chief of the Public Awareness Office, (202) 447-9351, or FTS 447-9351.

NOTE: Some job announcements may reach you too late in hard copy, but were timely in their electronic version. -- Editor.

8/17

USDA AND INDUSTRY TEST KENAF IN 18-MONTH PROJECT WITH SUCCESSFUL RESULTS

Kenaf newsprint, recently used to print the 83,000 copies of THE BAKERSFIELD CALIFORNIAN, was highly praised by newspaper production experts for its brightness, strength, smooth ink laydown, reduced ink ruboff, and crisp color reproduction.

(more)

According to Daniel Kugler, Kenaf Demonstration Project Manager for USDA's Cooperative State Research Service (CSRS), the successful Bakersfield test run means kenaf is ready for commercialization.

USDA conducted a demonstration project with a joint venture company, processing and pulping mills, and equipment manufacturers. As a result of the 18-month USDA project with industry, THE BAKERSFIELD CALIFORNIAN announced that Kenaf International and Canadian International Paper, Inc. have agreed to a joint venture for the "production of paper and related pulp and paper products at a mill in South Texas." The \$250-300 million kenaf newsprint mill will be ready for operation in 1990.

Response to the first kenaf newspaper edition from major newspapers and magazines has been strong in both the United States and Canada.

8/17

NEVADA COOPERATIVE EXTENSION MEMBERS WIN PUBLIC INFORMATION AWARDS

A group of Nevada Cooperative Extension faculty members from the University of Nevada-Reno have been named national and regional winners in the 1987 Public Information Awards Program of the National Association of County Agricultural Agents (NACAA). The awards were presented during the NACAA's 72nd annual meeting in Fargo, N. Dak., Aug. 9-13.

From Western Nevada, Paula Brown placed first in national competition for newsletters; Dick Post won second place in the national radio program category; and Bill Carlos took first place state honors for his television presentation.

From Southern Nevada, Bob Hammond won first place in the national competition for feature stories and Bob Morris took third place in the direct mail piece category. And, from Northeast Nevada, Jay Davison took second place in the national turfgrass/horticulture communications program contest.

The awards program is mainly sponsored by RJR Nabisco, Inc. Its purpose is to recognize outstanding workers in Cooperative Extension who make effective use of the media and other communications tools to extend information to clientele in their communities.

8/17

THE UNIVERSITY OF MARYLAND'S EASTERN SHORE CAMPUS NEEDS MEDIA SPECIALIST

The School of Agricultural Sciences of the University of Maryland Eastern Shore, is looking for a media specialist, who will spend equal time working with the Cooperative Extension Program and other departments within the School of Agricultural Sciences.

The specialist will prepare leaflets, pamphlets, factsheets, and bulletins for general public use; write news articles; interact with public broadcasting media; prepare student recruitment materials; coordinate Extension publications with the Office of Information and Publications at the College Park Campus; and other related assignments.

A minimum of a M.S. degree in Media Communications or related area is required.

The position will remain open until a suitable candidate is selected.

Send applications and resumes to: Dr. Mortimer H. Neufville, Dean, School of Agricultural Sciences, University of Maryland Eastern Shore, Princess Anne, MD 21853. The phone number is (301) 651-2200, Ext. 632.

8/17

USDA'S VIDEO AND FILM DIVISION NEEDS TELEVISION PRODUCTION SPECIALIST

The Video & Film Division of USDA's Office of Information has an opening for a GS-1071-13 television production specialist. Working as the senior video editor, responsibilities would include supervising the work performed in the video editing section, and overall creative and technical quality responsibility for all work performed in the studio and video editing section.

The person would serve as creative adviser for video productions and teleconferences relating to set selection, camera angles, and conferring with talent. Also, working with crews, including camera and audio persons, technical director and other technicians and operators, to improve production quality, and advising on camera talent, whether professional actors, USDA spokespersons, or others.

Applicants must have six years of experience in the fields of radio, movie, television, or audio-visual communications, or experience in any combination of these fields that demonstrates the ability to perform the duties of the position.

To apply, applicants must submit the following: SF-171, Personal Qualifications Statement; Current Performance Appraisal; Supplemental Statement which addresses Selection Criteria (There are no special forms for this statement, it may be hand written or typed on plain bond paper).

For further information, or to apply, contact: Ann Holmes, USDA, OP, Personnel Operations, Rm. 27-W, 14th & Independence Ave., S.W., Washington, DC 20250. Telephone: (202) 447-5833.

Closing date is September 9.

8/24

'INSIDE AGRICULTURE,' TV NEWS MAGAZINE, EXPLORES ALTERNATIVE CROPS IN ARKANSAS

Several Arkansas Agricultural Experiment Stations scientists were guests on the latest edition of "Inside Agriculture," a television news magazine carried by 17 cable systems serving 21 Arkansas cities.

James Moore discussed development of the fast-growing blueberry enterprise that produced some \$1.5 million worth of fruit from about 1,200 acres this year in Arkansas.

Gerald Klingaman talked about Shiitake mushroom research that is being conducted as another alternative farming enterprise for Arkansas.

Large-scale production and marketing of fresh vegetables was covered by Jim Burton, turf grass expert John King talked about lawn care in late summer and fall, J.W. Looney explained recent changes in state law regulating use of water from streams and lakes for irrigation, and USDA correspondent Will Pemble discussed research on the potential for using plant and animal byproducts for production of acrylic plastics.

"Inside Agriculture" is produced by the University of Arkansas Agricultural Experiment Station in cooperation with the University's Center for Continuing Education.

For more information, contact: Howell Medders, Arkansas Agricultural Experiment Station, (501) 575-5647.

8/24

USDA FOREST SERVICE HAS TWO PUBLIC AFFAIRS OPENINGS IN ATLANTA, GEORGIA

USDA's Forest Service has two public affairs specialist positions open in its Southeast Region Office in Atlanta, Ga.

One is a GM-1035-13 supervisory public affairs specialist, (Announcement No. R8-160-87) to serve as creative arts group leader. Responsibility include the administration of an effective regional/area creative arts program covering 33 national forests, 2 grasslands, and state and private forestry-related activities in 13 southern states and Puerto Rico.

The other position is a GM-1035-13 public affairs specialist (Announcement No. R8-159-87) to serve as a regional public affairs officer who has responsibility for planning, organizing, and directing regional information programs with all aspects of forestry, directed toward mass media and the public.

Contact: Cathy Fowler-Johnson, USDA-Forest Service, 1720 Peachtree Rd., NW, Room 776, Atlanta, GA 30367. Telephone: (404) 347-2971.

Closing date is September 7.

8/24

NEW PUBLIC SERVICE ADS PROMOTE CORNELL COOPERATIVE EXTENSION'S NY FARMNET

Since "NY FarmNet" began in March 1986, more than 1400 people across New York State have called the 800 number for help with financial, legal, job training, and personal and family concerns. Many farm families have received one-on-one counseling from a specially trained NY FarmNet financial counselor or Cooperative Extension farm management agent.

But NY FarmNet has still not reached many farmers who need help. New public service ads to promote NY FarmNet, Cornell Cooperative Extension's toll-free phone line and referral service for New York farm families, are now being distributed.

For further information, contact: Elizabeth Bauman, Media Coordinator, NY FarmNet, Cornell University, Media Services, Comstock Hall, Ithaca, NY 14853. Telephone: (607) 255-1530.

8/24

AGRICULTURAL STABILIZATION & CONSERVATION SERVICE IS LOOKING FOR AN EDITOR

USDA's Agricultural Stabilization & Conservation Service is looking for an editor (Printed Media), GS-1082-5/7/9, for its Forms & Directives Section in the Management Analysis Branch.

Responsibility includes assignments in the development, submission, review, clearance, printing, and distribution of directives.

For consideration, applicants must receive the full vacancy announcement No. ASCS-87-IRMD-91 and respond to evaluation criteria, by contacting: USDA, ASCS, PED, Employment Branch, Room 4971-S, P.O. Box 22415, Washington, DC 20013. Telephone is (202) 447-7518.

Closing date is September 8.

8/24

TWO NEW AGRICULTURAL COMMUNICATIONS STAFFERS AT THE UNIVERSITY OF IDAHO

The University of Idaho has added two new people to the Agricultural Communications Center. Erik T. Anderson is the new Communications Specialist for Electronic Media. Erik was most recently the video specialist at South Dakota State University's Agricultural Communications office and is a graduate of the University of Idaho and the University of Wisconsin. Erik will be stationed at the University's Boise Center with newswriter Marlene Fritz.

Marsha Schoeffler is the new Video Production Specialist. Marsha is a 1985 graduate of the University of Idaho School of Communication. She worked for Pinnacle Productions in Spokane as well as doing free-lance video work in the Spokane area. Marsha will be stationed at the University's main office in Moscow.

8/27

U. OF IDAHO'S AGRICULTURAL COMMUNICATIONS CENTER IS LAUNCHING A NEW TV SHOW

The University of Idaho is launching a new agricultural TV show. The Agricultural Communications Center will be producing a half-hour, once a month television show on agriculture to be aired on the Idaho Public Television Network at 7:30 p.m. Pacific, 8:30 p.m. Mountain time on the first Wednesday of each month, beginning in October.

Department head Scott Fedale will serve as the main host for the show which will be primarily an issue-oriented, studio-based show. The show will be produced in cooperation with the Moscow PBS station, KUID-TV.

8/27

USDA'S ANNUAL OUTLOOK CONFERENCE SET FOR DECEMBER 1-3

"Outlook '88," the U.S. Department of Agriculture's 64th annual agricultural outlook conference, will take place Dec. 1-3 in Washington, D.C.

"Outlook '88 will provide in-depth analysis of commodity prospects that farmers and businesses can use to plan for 1988," says Ray Bridge, public affairs officer for USDA's World Agricultural Outlook Board and outlook conference chairman. "Government and industry analysts will assess the outlook for each major commodity."

Secretary of Agriculture Richard E. Lyng will open the conference Tuesday, Dec. 1, with a keynote address on ways the United States and its farmers can meet international trade challenges. Other opening day speakers will provide overviews of the economic and agricultural outlook and will discuss prospects for trade negotiations, export recovery and other trade issues.

Concurrent sessions on Wednesday will cover the commodity outlook. Thursday morning will convene with concurrent sessions on export strategies and the farm finance outlook. Secretary Lyng will conclude by moderating a panel of congressional and administration leaders that will debate farm and trade policy directions.

Bridge says cassette recordings and a book reproducing the charts shown by Outlook '88 speakers will be offered for sale following the conference. Proceedings of the conference will be published early in 1988.

For more information about Outlook '88, call (202) 447-3050 or write Outlook '88, Room 5143-S, USDA, Washington, DC 20250-3800.

8/31